IN THE CLAIMS:

A complete listing of the claims is set forth below. Please amend the claims as follows:

1.   **(Currently Amended)** An electronic commerce system, comprising a content enhancement module operable to:

analyze product data stored in a seller database using ~~one or more~~ rules, the seller database being one of a plurality of seller databases, the rules comprising ~~one or more~~ generic rules applying to substantially all seller databases in the plurality of seller databases that store product data, the generic rules comprising: ~~comprising one or more rules from the group consisting of:~~

a rule indicating that a potential error exists if two products in the seller database have identical product identifiers but have otherwise different product data;

a rule indicating that a potential error exists if two products in the seller database have different product identifiers but have otherwise identical product data; and

a rule ~~one or more rules~~ indicating that a potential error exists if the values associated with particular generic product attributes have a non-numerical format; and

identify one or more potential errors in the product data according to the rules.

2.   **(Original)** The system of Claim 1, further comprising:

a global content directory including a plurality of product classes organized in a hierarchy, each product class categorizing a plurality of products and associated with one or more attributes of the products categorized in the product class, at least one of the product classes having one or more associated pointers that identify one or more seller databases that include product data for one or more products in the class, the product data including values for one or more attributes of the products in the class; and

a search interface operable to communicate a search query for product data to a seller database identified by a pointer associated with a product class selected by a user of the global content directory.

3.   **(Original)** The system of Claim 2, wherein the content enhancement module is operable to perform the analysis and identification in response to a seller requesting that product data in a seller database be associated with one or more classes of the global content directory.

4.   **(Original)** The system of Claim 3, wherein the content enhancement module is operable to perform the analysis using one or more rules associated with the particular classes with which the product data is to be associated.

5.   **(Original)** The system of Claim 2, wherein the generic rules further comprise a rule that generates a product identifier for a product when the product data for that product does not include a product identifier, the generated product identifier comprising the name of a class in which the product is categorized and the values for one or more attributes of the product.

6.   **(Original)** The system of Claim 1, wherein the content enhancement module is further operable to communicate the potential errors to a seller associated with the analyzed seller database.

7.   **(Original)** The system of Claim 1, wherein analyzing comprises communicating one or more search queries to the seller database, each search query formulated according to one or more of the rules.

8.   **(Original)** The system of Claim 7, wherein identifying one or more potential errors comprises identifying product data included in the results of one or more of the search queries.

9.   **(Original)** The system of Claim 1, wherein analyzing comprises accessing and parsing through the product data included in the seller database.

10.   **(Original)** The system of Claim 1, wherein the rules further comprise one or more domain-specific rules that apply only to seller databases including a particular type of product data.

11.   **(Original)** The system of Claim 10, wherein the domain-specific rules comprise one or more rules from the group consisting of:

rules indicating that a potential error exists if the value associated with a particular product attribute is outside a specified range of values; and

rules indicating that a potential error exists if the value associated with a particular product attribute is not in a specified format.

12.-33. **(Cancelled)**

34.   **(Currently Amended)** A system for content enhancement, comprising:

means for providing a plurality of users access to an electronic commerce system, the electronic commerce system comprising:

a global content directory including a plurality of product classes organized in a hierarchy, each product class categorizing a plurality of products and associated with one or more attributes of the products categorized in the product class, at least one of the product classes having one or more associated pointers that identify one or more seller databases that include product data for one or more products in the class, the product data including values for one or more attributes of the products in the class; and

a search interface operable to communicate a search query for product data to a seller database identified by a pointer associated with a product class selected by a user of the global content directory;

means for analyzing the product data stored in a seller database using ~~one or more~~ rules, the rules comprising:

a rule indicating that a potential error exists if two products in the seller database have identical product identifiers but have otherwise different product data;

a rule indicating that a potential error exists if two products in the seller database have different product identifiers but have otherwise identical product data; and

a rule indicating that a potential error exists if the values associated with particular generic product attributes have a non-numerical format; and

means for identifying one or more potential errors in the product data according to the rules.

35. **(Currently Amended)** An electronic commerce system, comprising:

a global content directory including a plurality of product classes organized in a hierarchy, each product class categorizing a plurality of products and associated with one or more attributes of the products categorized in the product class, at least one of the product classes having one or more associated pointers that identify one or more seller databases that include product data for one or more products in the class, the product data including values for one or more attributes of the products in the class;

a search interface operable to communicate a search query for product data to a seller database identified by a pointer associated with a product class selected by a user of the global content directory; and

a content enhancement module operable to:

in response to a seller requesting that product data in a particular seller database be associated with one or more classes of the global content directory, communicate one or more search queries to the seller database, the search queries formulated according to ~~one or more~~ rules associated with the particular classes with which the product data in the seller database is to be ~~associated;~~ associated, the rules comprising:

a rule indicating that a potential error exists if two products in the seller database have identical product identifiers but have otherwise different product data;

a rule indicating that a potential error exists if two products in the seller database have different product identifiers but have otherwise identical product data; and

a rule indicating that a potential error exists if the values associated with particular generic product attributes have a non-numerical format;

identify one or more potential errors in the product data by determining the product data that is included in the results of one or more of the search queries; and

communicate the potential errors to a seller associated with the seller database.

36.-37. **(Cancelled)**